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**PROMAXBDA ANNOUNCES NEW ROSTER OF INFLUENTIAL SPEAKERS  
FOR THE 2011 CONFERENCE IN NEW YORK CITY**

**Lineup Includes Author and Executive Producer of FX's "Justified" Elmore Leonard, Warner Bros./Telepictures' "Anderson" Host Anderson Cooper, Former NBC Universal President & CEO Jeff Zucker, PepsiCo's CMO Jill Beraud, TAXI's Paul Lavoie and Modern Film Title Designer Kyle Cooper**

**LOS ANGELES – April 27, 2011** - **PromaxBDA**, the leading global association for marketing, promotion and design professionals in the entertainment industry, announced a dynamic series of speakers who will share their unique perspectives at the annual [2011 Conference](#) from June 28-30 in New York City. Joining the roster will be the acclaimed author, screenwriter and FX's (Sony Pictures Television) "Justified" executive producer Elmore Leonard, Warner Bros./Telepictures' "Anderson" host Anderson Cooper, former NBC Universal President & CEO Jeff Zucker, PepsiCo's CMO and Joint Ventures President Jill Beraud, TAXI's Chairman and Co-Founder Paul Lavoie and modern film title designer Kyle Cooper.

"I am extremely proud to welcome this intrepid group of compelling speakers whose impressive combined credits span across all areas of the entertainment spectrum," said Jonathan Block-Verk, president and CEO of PromaxBDA. "Each speaker will offer a uniquely personal and timely perspective about the business to share with our PromaxBDA members who continue to emerge as marketing leaders in a shifting, high speed industry."

Additionally, more leaders from the design and creative fields will be joining the list of speakers at the conference. The lineup includes Jakob Trollbäck, president/executive creative director of Trollbäck + Company; Vivian Rosenthal, co-founder of Tronic; Linda Ong, president of Truth Consulting; director Joan Gratz of GratzFilm; Amber Tarshis, CMO of The Hub; Teressa Iezzi, editor, *Advertising Age's Creativity*; and Ada Whitney, co-founder/creative director of Beehive.

The [2011 Conference](#) will be themed *Fast. Forward.* This theme is meant to exemplify the importance of marketing executives' determination to keep up with the rapid speed at which the industry is shifting and evolving. Recently announced participants include Spike Lee, who will receive the Lifetime Achievement Award for creativity and previously announced guest speakers at the [2011 Conference](#) will include Keynote Speaker Vice President Al Gore; musician, showman and businessman, Gene Simmons; founder and editor-in-chief of Motionographer.com, Justin Cone; founder/CEO of IfWeRanTheWorld, Cindy Gallop; and COO of Dentsu Network West, John Partilla. Other speaker and session announcements will be announced at a later date, including strategic and creative presentations, panels and workshops for every stage of a career in the marketing, promotion and design industry.

As it does every year, PromaxBDA will provide an exclusive look at the most compelling, innovative and eye-catching creative work from around the globe, covering the breadth of the entertainment industry. For conference updates, speaker information and exclusive discounts and promotions, follow PromaxBDA on Twitter at [PromaxBDA](#) and Facebook at [facebook.com/PromaxBDA](#).

**About PromaxBDA**

PromaxBDA is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry.

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